



**City of Hamilton**  
**CLEANLINESS AND SECURITY IN THE DOWNTOWN TASK FORCE**  
**ADDENDUM**

**Meeting #:** 19-001  
**Date:** May 30, 2019  
**Time:** 9:30 a.m.  
**Location:** Room 192 and 193, City Hall  
71 Main Street West

Alicia Davenport, Legislative Coordinator (905) 546-2424 Ext. 2729

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Hamilton

# Downtown Cleanliness Section

**Providing Services That Bring Our City to Life!**

**May 2019**

# Downtown Cleanliness Service Areas



# Downtown Cleanliness Services

## Primary Service Area – Program Scope

- Manual ground litter collection (daily)
- Emptying litter and public space containers (daily)
- Servicing cigarette receptacles (as required)
- Sidewalk power-sweeping (5 days per week)
- Sidewalk power-washing (4 days per week, mid-April to mid-November)
- Maintenance of poster kiosks (monthly)
- Curbside waste collection (daily)
- Alley maintenance (daily)
- Graffiti removal (as required)
- Reporting infrastructure deficiencies (as found)

# Downtown Cleanliness Initiatives

Midyear 2018, a transfer of a Waste Supervisor from the Waste Collections Section to the Downtown Cleanliness Section (DTCS) was initiated, in an effort to bring a new perspective and approach to how work was being performed, and improve workplace culture and attitudes of staff.

By taking this initiative, we have witnessed:

- Improved workflow
- Increased productivity
- Improved customer focus
- Overall decrease in complaints

DTCS remains committed to building upon the achievements of 2018, through 2019, and beyond.

# Downtown Cleanliness Initiatives

July 2018, a request was received from the Planning and Economic Development Department to create a system for the DTCS to mitigate the impact of graffiti to our public assets, mainly public space litter containers (PSLC). From this was born a Continuous Improvement Initiative know as Graffiti Management System. The system utilizes reporting, documenting and storage of all information gathered in an effort to not only track data, but share with stakeholders for purposes of information sharing, cost recovery, etc.

By taking this initiative, we have witnessed:

- Improved reporting process
- Improved clean-up response time
- Ability to track and manage hotspots
- Opportunity for cost recovery

# Downtown Cleanliness Initiatives

August 2018, DTCS recognized the need for a new approach to backfill staff absences. From this was born an initiative of recruiting temporary staff to provide necessary coverage for labouring duties, e.g. manual litter collection, alley cleanliness services, etc.

By taking this initiative, we have witnessed:

- Enhanced level of service
- Increased staff visibility
- Improved customer focus
- Ability to increase or reduce staff, as necessary

Currently, we have five temporary staffing employees performing all types of labouring duties. The complement of temporary staff varies depending on service level expectations, seasonal pressures, special events, etc.



# Downtown Cleanliness Initiatives

September 2018, DTCS attended demonstrations by interested vendors of power litter collection equipment to improve upon our current manual litter collection practices. After reviewing the equipment available, we are currently determining which type of equipment, e.g. broom vs. vacuum, would be best suited to the Downtown Core.

This initiative has provided the DTCS the opportunity to explore options available to increase service level while decreasing the operating budget.





# Downtown Cleanliness Initiatives



# Downtown Cleanliness Initiatives

January 2019, a Cigarette Litter Prevention Working Group was formed with a mandate to mitigate the impact cigarette butts are having throughout the Downtown Core.

Benefits of this initiative to date:

- Public awareness through advertisement, video and literature
- Identifying 'hot spots' requiring enhanced level of service and/or the addition of cigarette receptacles
- Wrapping tops of Jubilee style litter containers with ashtray receptacle in an effort to bring attention to the receptacle
- Replacement of non-receptacle with receptacle litter containers
- Piloting of special wall or pole mount cigarette receptacles
- Distribution of miniature pocket style personal ashtrays by staff

# Downtown Cleanliness Initiatives



# Primary Service Area / Downtown B.I.A.

## 2019 Action Plan:

- Attempt to maintain a full complement of labourers (7), excluding absences due to vacation, mid-April to mid-October
- Deep clean all primary corridor sidewalks within the core, including but not limited to flowerbeds, storefront alcoves and other identified 'hot spots' for cigarette litter
- Maintain elevated level of manual litter collection staff visibility and presence throughout the core, April – October
- Improve/enhance litter collection service level around perimeter of high visibility sites such as courthouses, art gallery, entertainment facilities and other government buildings/facilities located within the core



## Primary Service Area / Downtown B.I.A.

### 2019 Action Plan Cont.:

- When possible, dedicate one employee to manual litter collection and deep cleaning in Gore Park from Catharine St. S. to James St. S., April – September
- Sidewalk sweeper(s) in-field daily, minimum of five days per week through mid-November, with the possibility of extending into December if weather, staff resources and equipment availability permit
- Attempt to maintain full power washing complement (2 crews), mid-April – mid-November
- Power wash all primary corridor sidewalks within the primary service area a minimum of two times, mid-April to mid-November (current service level)
- Power wash poster boards on a monthly basis (current service level)

# Primary Service Area / Downtown B.I.A.

## 2019 Action Plan Cont.:

- Remove graffiti as found on public assets while providing regular scheduled sidewalk power washing services
- Respond to service request and remove graffiti in a time sensitive manner in accordance with the City's bylaw
- Collection vehicle(s) to actively patrol main corridors in the primary service area such as, but not limited to James St. N. and King St. E. for off day set-out of all types of waste material and collect/remove/dispose, as necessary
- Maintain all daily scheduled special collections and alley cleanliness service programs throughout the core and enhance level of service, as required



## Primary Service Area / Downtown B.I.A.

### 2019 Action Plan Cont.:

- Prioritize service requests to better meet the needs of B.I.A.'s and other stakeholders
- Continue to actively engage frontline staff encouraging feedback regarding how to better deliver services with results based solutions
- Utilize new technologies and performance metrics to ensure limited staff resources are utilized in the most efficient and cost effective manner possible



# Thank You

## John Haight

### Supervisor, Downtown Cleanliness Program





# CIGARETTE LITTER PREVENTION PROGRAM (CLPP) UPDATE

**CLEANLINESS AND SECURITY IN THE DOWNTOWN  
TASK FORCE**

May 30, 2019

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**PUBLIC WORKS**  
ENVIRONMENTAL SERVICES

## CAMPAIGN SUMMARY

**PROGRAM LAUNCH:** April 15

**FUNDING:** Ontario's Main Street Revitalization Initiative through the Ontario Ministry of Agriculture, Food and Rural Affairs

**PARTNERS:** Downtown, International Village and Barton Village BIAs; Green Venture; A Greener Future (Butt Blitz cleanup)

**OBJECTIVES:** To reduce the negative environmental, economic and quality of life impacts associated with cigarette litter by:

- increasing the availability of cigarette waste receptacles in public spaces;
- decreasing the amount of existing litter in public spaces, and;
- raising public awareness and encouraging smokers to manage their waste responsibly and safely.

**MESSAGING:** Factual and educational in tone; focuses on environmental and aesthetic impacts of cigarette litter; encourages smokers to adopt positive habits




**CIGARETTE BUTTS  
ARE LITTER  
SO WHY NOT  
KEEP OUR  
SIDEWALKS AND  
STREETS CLEAN?**

HAMILTON.CA/CIGARETTELITTER

 **CIGARETTE FILTERS MAY CONTAIN PLASTIC WHICH  
WILL NOT BREAK DOWN NATURALLY. #CLEANHAMONT**

**YOU CARE  
ABOUT THE  
ENVIRONMENT  
SO WHY TREAT  
IT LIKE AN  
ASHTRAY?**

HAMILTON.CA/CIGARETTELITTER

 **CANADIANS LITTER 8,000 TONNES OF CIGARETTE  
BUTTS EACH YEAR. #CLEANHAMONT**



# TACTICS

**TRADITIONAL MEDIA:** Media release, Y108 radio ad, newsletter content

**ONLINE:** Website, scheduled social media posts (Twitter, Facebook, Instagram), digital advertising, Spectator online ads, [animated video](#)

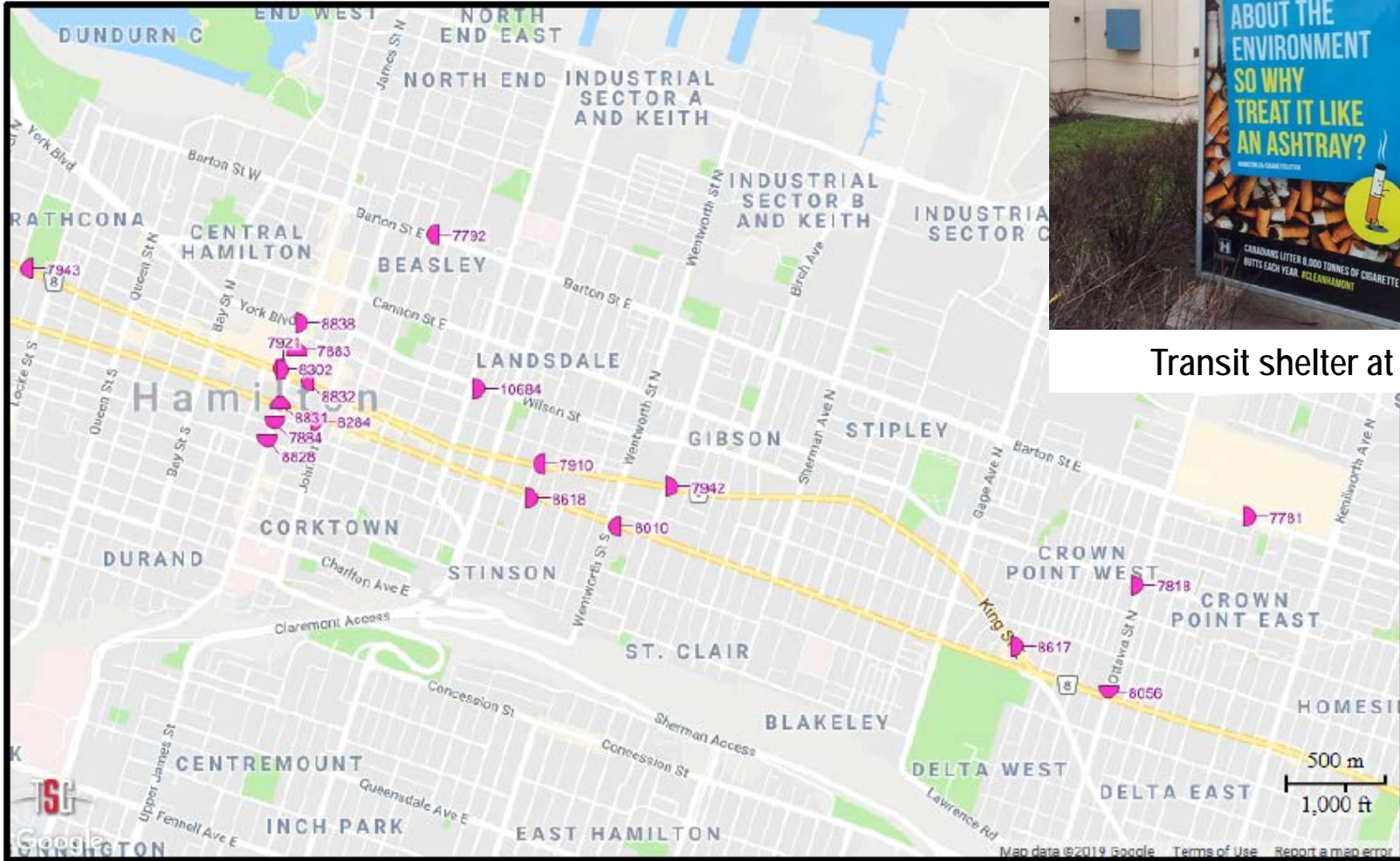
**PRINT MATERIALS:** Waste receptacle wraps, transit shelter posters, posters, coasters, pocket ashtrays

**EVENTS:** Butt Blitz cleanup, 100in1Day intervention

**OTHER:** HWCDSB partnership, visual cigarette litter audits



# TRANSIT SHELTER POSTER LOCATIONS



Transit shelter at Centre Mall

## RESULTS TO DATE

**MEDIA COVERAGE:** Global News, CHCH, The Spectator, Urbanicity

**STAFF NEWSLETTER:** Distributed to approximately 500 staff

**OUR FUTURE HAMILTON NEWSLETTER:** 2476 general distribution + 36 Council and staff

**DIGITAL ADVERSITING:** 125,694 impressions, 94 clicks (0.07% click rate)

**TRANSIT SHELTERS:** 13,270,800 ( 2 weeks paid) + 2,142,500 (bonus) impressions

**COASTERS:** at least 7 restaurants/organizations

**POSTERS:** At least 10 storefronts in 3 BIAs, 70 City of Hamilton offices, 6 municipal service centres, 3 seniors recreation centres, 21 community centres, 19 arenas, 30 libraries

**BUTT BLITZ:** 35 volunteers, 5 locations cleaned, over 37k butts picked up & recycled

**AUDITS:** 18 locations audited to date (2<sup>nd</sup> audit scheduled for mid June)



## RESULTS TO DATE (continued)

**TWITTER:** 10 tweets; 90,330 impressions; 259 retweets; 644 likes; 140 clicks

**INSTAGRAM:** 3 posts; 21,250 impressions; 804 likes; 43 shares

**YOUTUBE:** 1 video; 19,000+ views

 **City of Hamilton**   
Hamilton @cityofhamilton

Follow

A disgusting total of 37,052 cigarette butts were collected by some amazing volunteers across the lower city today - thank you for your time today, and a reminder to everyone that the earth is not an ashtray! [#HamOnt](#) [#CleanHamOnt](#)



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 **pamela\_warren56**   
5w Reply

 **earthling\_t @mnabi1991**  
5w 1 like Reply

 **tonika.ellen** This is absolutely and amazing idea!  
5w Reply

391 likes  
APRIL 15



12:49 PM - 27 Apr 2019

143 Retweets 446 Likes 

 DowntownHamiltonBIA, Barton Village BIA, InternationalVillage and A Greener Future

 40  143  446

Log in to like or comment.

## NEXT STEPS

**AUDITS:** continue to measure and evaluate program impact

**PROGRAM MATERIALS:** continue to share and distribute

**WASTE RECEPTACLES:** continue to wrap existing receptacles; pilot pole mounted receptacle models; broader pocket ashtray distribution

**REPORTING:** Council update anticipated in late 2019





QUESTIONS?